

U.S.S.N.: 10/077,546

Filed: February 15, 2002

Amendment and Response to Non-Final Office Action

## Remarks

### 1. Priority

The Examiner noted that the application claims subject matter disclosed in prior Application No. 60154667, filed 09/16/1999, but that the first sentence of the Specification does not contain a reference to this prior application. The Specification is amended herein to replace the paragraph under the section entitled "REFERENCE TO RELATED APPLICATIONS" with a paragraph that correctly makes references to the prior application.

Reference to the prior application was previously submitted in the unsigned Declaration submitted with the Application. The Declaration was later signed and submitted, and the claim to priority was acknowledged by the Office by inclusion on the filing receipt. Copies of the unsigned Declaration submitted with the original application, the later-signed Declaration, and the first filing receipt showing acknowledgement by the Office of the priority claim are included herewith.

### 2. Claim Rejections – 35 U.S.C § 102

The Examiner rejected claims 1-8, 12-13, 15, 17, 19, and 20 as being anticipated by US Patent No. 6,236,977 to Verba et al. ("Verba"). For at least the following reasons, the Applicants respectfully submit that Verba does not anticipate the claims as amended herein and request that this rejection be withdrawn. Verba teaches a computer-implemented marketing system directed primarily at automating marketing and selling of real estate. As

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indicated by the Examiner, Verba teaches listing of an asset with any of different trading groups. However, Verba does not teach nor does it suggest management of assets within an organization by redeploying assets through a series of marketplaces or trading communities in which the entity first attempts to redeploy the assets internally and then, if unable to redeploy them internally, the entity attempts to redeploy them through a private or public marketplace. Thus Verba does not teach "permitting the entity to list those select assets not redeployed through the on-line internal trading community with the on-line private trading community or the on-line public marketplace" as recited in claim 1, which has been amended to make more clear this process of asset management through serial redeployment in alternative marketplaces.

### 3. Claim Rejections – 35 U.S.C. § 103

The Examiner rejected claims 9, 11, and 15 as being unpatentable over Verba in view of U.S. Patent No. 5,715,402 to Popola. Claims 9, 11, and 15 depend either directly or indirectly from claim 1. For at least the reasons set forth above, the Applicants respectfully submit that Verba does not anticipate claim 1 as amended herein and therefore does not make claims 9, 11, and 15 obvious in combination with Popola. Accordingly the Applicants respectfully request that the Examiner withdraw this rejection.

The Examiner rejected claim 10 as being unpatentable over Verba in view of U.S. Patent No. 5,915,209 to Lawrence. Claim 10 depends indirectly on claim 1. For at least the

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reasons set forth above, the Applicants respectfully submit that Verba does not anticipate claim 1 as amended herein and therefore does not make claim 10 obvious in combination with Lawrence. Accordingly the Applicants respectfully request that the Examiner withdraw this rejection.

The Examiner rejected claims 14 and 18 as being unpatentable over Verba in view of U.S. Patent No. 6,131,087 to Luke et al. Claims 14 and 18 depend directly from claim 1. For at least the reasons set forth above, the Applicants respectfully submit that Verba does not anticipate claim 1 as amended herein and therefore does not make claims 14 and 18 obvious in combination with Luke. Accordingly the Applicants respectfully request that the Examiner withdraw this rejection.

#### **4. Newly Added Claims Are Patentable**

Claim 21 has been newly added as an independent claim. It also reflects management and serial redeployment of assets by first listing them on an on-line internal trading community and then listing those assets that are not redeployed through the on-line internal trading community with an on-line private trading community or an on-line public marketplace and thus is patentable over the prior art for the same reasons that claim 1 is patentable over the prior art. Newly added claims 22-38 depend from claim 21 and are likewise patentable over the prior art.

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**CONCLUSION**

The foregoing is submitted as a full and complete response to the Office Action of November 16, 2006. Applicants respectfully request that a timely Notice of Allowance be issued in this case. If the Examiner believes that there are any issues that can be resolved by a telephone conference, or that there are any informalities that can be corrected by an amendment, please call the undersigned at 404 685-6799. If any additional fees are due, the Commissioner is hereby authorized to charge any deficiency, or credit any overpayment, to Deposit Account No. 11-0855.

Respectfully submitted,



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